

OP&S and MERIC's

Fourth of July Holiday Fun Facts



Three-quarters (76%) of consumers plan to celebrate Independence Day in 2020. This year's Fourth of July may be celebrated differently but still include various festivities like fireworks, food, and time with family. The National Retail Federation and Prosper Insights & Analytics Survey predicts those celebrating the holiday will spend \$76. Total food purchases for the nation's holiday are estimated to top \$6.52 Billion. The Office of Performance and Strategy and the Missouri Economic Research and Information Center has brought you some fun facts to enjoy during the summer holiday.

July 4th Holiday Facts

July 4th 1776

Declaration of Independence was signed.

5

Benjamin Franklin, John Adams, Thomas Jefferson, Roger Sherman, and Robert R. Livingston drafted the declaration.

56

The number of people that signed the Declaration of Independence.

2.5 million

Number people living in the 13 colonies on July 4, 1776.

328 million

Number people living in the U.S. on July 4, 2019.

6.14 million

Number people living in the Missouri on July 4, 2019.

2.4 million

Number of family households in Missouri that may celebrate on July 4, 2019.

Fireworks Facts

\$319 million

Value of fireworks imported into the United States in 2019.

\$51.1 million

Value of fireworks imported into Missouri.

China

Number one country Missouri imports fireworks from, followed by Japan and Hong Kong.

\$564 thousand

Value of firework exports from Missouri to other countries.

Number of *Firework Wholesale Businesses* in Missouri (NAICS 423920).

July 4th Activities

76%

Percentage of the nation planning to celebrate the 4th of July holiday.

\$76 dollars

Estimated spending amount for each person planning to celebrate the 2020 holiday.

\$6.52 billion

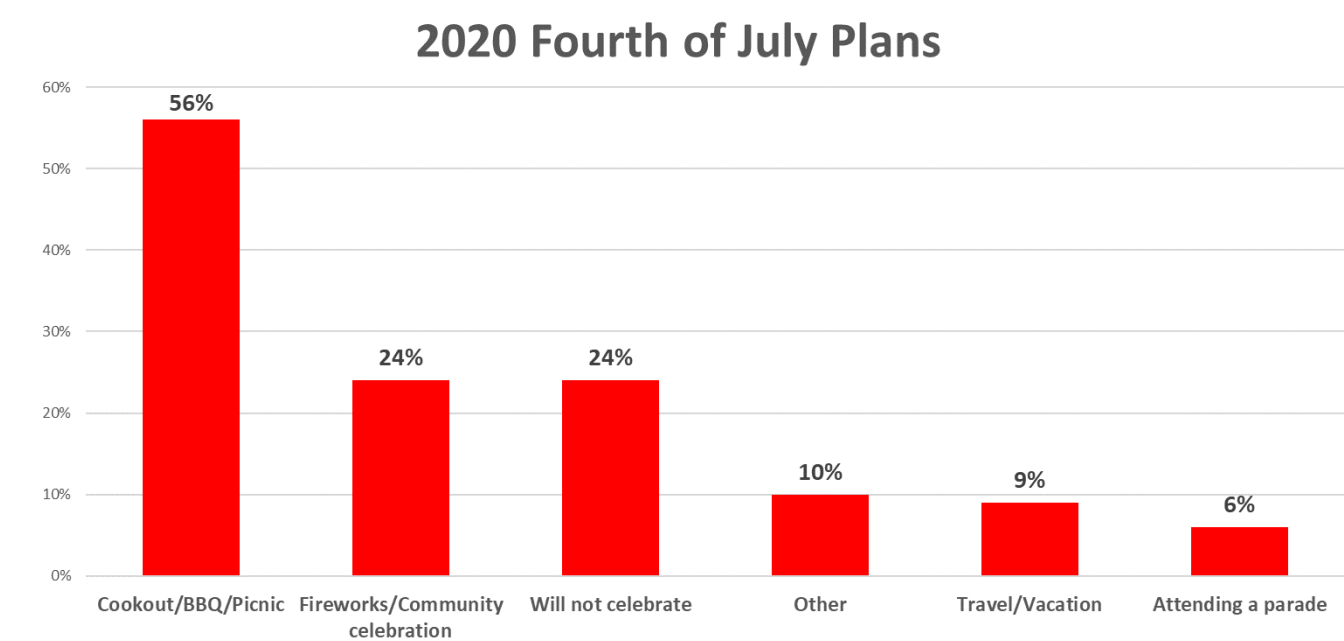
Amount estimated to be spent on food for the holidays by the nation.

56%

Percentage of those celebrating the holiday that will enjoy a picnic, BBQ or enjoying a cookout.

700 million

Number of trips Americans will take this 4th of July Holiday.



Sources:

<https://www.wisertrade.org/>

<https://www2.census.gov/programs-surveys/sis/resources/fourth-of-july-ff.pdf>

<https://nrf.com/insights/holiday-and-seasonal-trends/independence-day>

<https://www.wsfa.com/2020/06/30/aaa-predicts-fewer-people-travelling-th-july-weekend/>

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